

**MEETING DATE:** February 26, 2024

**SUBMITTED BY:** J. Guthrie, Sports Tourism Coordinator

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**REPORT TITLE:** 2023 Wood Ringette Tournament Economic Impact Assessment Report

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## EXECUTIVE SUMMARY

Sport Tourism Canada was contracted to conduct a STEAM Pro Economic Impact Assessment of the Wood Ringette Tournament held at the Leduc Recreation Centre (LRC) from Dec 1-3, 2023. The STEAM Pro assessment includes conducting on-site intercept surveys over the three (3) days of the event.

An important element of a STEAM Pro assessment is its use of the most current sector-specific and detailed input-output tables and multipliers available from Statistics Canada. Not only is the background data informing the report from Canadian data, but it is also specific to Alberta and even draws City of Leduc tax information to measure the impact of the event. With the high number of survey responses for this event, the margin of error for this economic impact assessment is +/-5.1% resulting in a 95% confidence level for the report's results.

The Wood Ringette Tournament has been held the first weekend in December since 2021. With thirty (30) teams (680 players and officials) competing from across the country, it is the largest AA Ringette Tournament in western Canada. The tournament hosts U14, U19 divisions, as well a National Ringette League (NRL) games.

## BACKGROUND

### Visitor Spending and Initial Expenditure (Direct spending)

During the intercept surveys, visitors are asked to report on their spending in the City of Leduc and area (County and airport). For the Wood Ringette Tournament each party spent an average of \$550 over the course of the weekend which adds up to an overall visitor spend of \$253,228 directly attributed to the event. Top three (3) spending categories which account for 68% of the overall expenditures were restaurants at \$85,889, accommodations at \$33,194 and retail/shopping at \$38,768.

When the visitor spending is combined with the operational expenses for hosting the tournament, we get an initial expenditure of \$288,332 in direct spending attributable to the event.

### Gross Domestic Product (GDP)

GDP represents the net change in economic activity because of hosting the tournament. The Wood Ringette Tournament in Leduc contributed \$157,301 to the local GDP and \$256,439 to the national GDP.

### Industry Output (Includes Indirect, Direct and Induced Impacts)

The initial expenditures are then run through economic impact analysis models which include various multipliers.

Indirect Impacts measure impacts that occur from the production of goods and services purchased because of the tournament. For example, because tournament-goers ate in local restaurants, those restaurants were able to pay their suppliers and so on right down to the farmer that produced the raw ingredients for the meal.

Induced Impacts measure the result of spending by employees and businesses because of the spending related to hosting the tournament. To follow the restaurant example again, since visitors ate at the restaurants, the businesses can pay its taxes and its employees. Those employees, then use their paychecks to purchase additional goods and services as well as paying for their taxes.

By tracking the full life cycle of the flow of this new money injected into the local economy we can establish the Industry Output. The total impact of the 2023 Wood Ringette tournament was \$544,506.

## **Additional Questions**

The intercept surveys include several additional questions unrelated to the economic impact of the event. This data included demographic information, travel, and attendance characteristics. Interestingly, these questions found a high rate of repeat visitation with 92% of participants reporting having visited Leduc and 87% having visited the LRC before.

## **Visitor Experience**

Several questions were added to the survey to measure the quality of the visitor experience at the LRC during the tournament. 98% of those surveyed that interacted with LRC staff indicated having a positive experience. Over 99% of survey respondents indicated that the overall cleanliness of the facility as being good, very good or excellent. An additional 99% indicated that the LRC either met or exceeded their expectations.

## **How This Event Compares**

The high percentage of participants from the Edmonton region (over 68%) will have reduced the total impact of the event as those participants will travel to and from Leduc each day as opposed to staying overnight in local accommodations. Day trippers still contribute to the local economy, however on a much smaller scale compared to overnight visits. Despite this, the 2023 Wood Ringette Tournament ranks within the top twenty (20) of events assessed using STEAM Pro since the 2008 Alberta Winter Games.

## **NEXT STEPS**

N/A

## **ATTACHMENTS**

STC EI Detailed Final Report – Wood Ringette Leduc